SYSTEM AND METHOD FOR ANALYZING TRANSACTION DATA

Abstract

The present invention provides management of transaction data effectively to

5   process, store, analyze, review, and visualize transaction data. The present

invention is compatible with transaction data from internet accesses to Web-sites.

The present invention provides a unified data collection and processing scheme with

an interactive visualization tool for the processed data. The present invention

receives transaction data and then processes this transaction data to create an

10   efficient data structure representing the data. As a result, the present invention also

provides an interactive visualization tool for the strategists, transaction data

maintenance personnel, and Web-site maintenance personnel to effectively and

efficiently review transaction data to provide a convenient tool for managing

transaction data or a Web-site and visualizing its effectiveness. Furthermore, the

15   present invention also provides for the aggregation of such transaction data.